**The practice and need of fundraising, friend raising, marketing and communication for Bible Training initiatives.**

**The need:** what the statistics say

The status of global Christianity

* 72,500 coming to Christ each day/ 500,000 a week
* If each church is 100 people, then 725 churches needed each day and leaders to guide them (725 pastors/ elders every day)

See [www.worldchristiandatabase.org](http://www.worldchristiandatabase.org/) and [www.globalchristianity.org](http://www.globalchristianity.org/)

Most Christian charities are humanitarian… only a handful of charities support the training of Christian leaders.

***The need is urgent!***

**The Biblical practice of raising funds:** John Stott’s principles of giving

Power point

The discussion around raising funds for mission and training efforts modelled after western approaches and the need to design homegrown initiatives. See the paper by Felix Muchimba on Mission Support Models for the African Church.

Our reluctance to ask for help is an issue

*The breakthrough for me and others:*

**Top Five Reasons to Read Henri Nouwen's “A Spirituality of Fundraising”**

[**](http://bookstore.upperroom.org/cart/upperroom/p-17136.htm)*5. You will be encouraged.*

* "Fundraising is a very rich and beautiful activity. It is a confident, joyful and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God's Kingdom."
* "Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission."
* "We are inviting you to invest yourself through the resources that God has given you – your energy, your prayers and your money – in this work to which God has called us."

*4. You will be challenged.*

* "We will never be able to ask for money if we do not know how we ourselves relate to money. What is the place of money in our lives?"
* "Are we willing to be converted from our fear of asking, our anxiety about being rejected or feeling humiliated, our depression when someone says, 'No I'm not going to get involved in your project'?"
* "The Spirit of love says: ‘Don't be afraid to let go of your need to control your own life. Let me fulfill the true desire of your heart.'"

*3. You will be converted.*

* "Fundraising is also always a call conversion. And this comes to both those who seek funds and those who have funds. Whether we are asking for money or giving money we are drawn together by God, who is about to do a new thing through our collaboration."
* "We must claim the confidence to go to a wealthy person knowing that he or she is just as poor and in need of love as we are."
* "Every time we approach people for money, we must be sure that we are inviting them into this vision of fruitfulness and into a vision that is fruitful."

*2. You will be inspired.*

* "Once we are prayerfully committed to placing our whole trust in God and have become clear that we are concerned only for the Kingdom; once we have learned to love the rich for who they are rather than what they have; and once we believe that we have something of great value to give them, then we will have no trouble at all in asking someone for a large sum of money."
* "I ask for money standing up, not bowing down because I believe in what I am about. I believe I have something important to offer."
* "We do not need to worry about the money. Rather, we need to worry about whether, through the invitation we offer them (the donor) and the relationship we develop with them, they will come closer to God."

*1. You will become more prayerful.*

* "From beginning to end, fundraising as ministry is grounded in prayer and undertaken in gratitude."
* "Prayer is the radical starting point of fundraising. To pray is to desire to know more fully the truth that sets us free."
* "When we approach fundraising in a spirit of gratitude, our confidence in our mission does not depend on how the person we are with responds to our request! We are free to remain secure in God's love with our hearts set joyfully on the kingdom."

*Henri Nouwen's Conclusion:*

"When we give ourselves to planting and nurturing love here on earth, our efforts will reach beyond our own chronological existence."

Quotes are from [***A Spirituality of Fundraising*by Henri J. M. Nouwen**](http://bookstore.upperroom.org/cart/upperroom/p-17136.htm)

**key principles for fundraising:**

**Set realistic goals**. Assess giving history and prospects before setting goals, rather than basing the goals on what the school needs.

**Timing is important**. Campaigns are more successful if they are undertaken when a school is in good condition, a base of regular donors has been built and before the institution’s best donors have been asked too many times.

**Focus fundraising efforts on current and prospective major donors**. Less than one-fifth of fundraising proceeds come from smaller gifts. Focus on cultivating major donors.

**Presidents (Heads of Boards/Principals) are indispensable to fundraising success**. Presidents successful at fundraising say about half a president’s time should be spent on development activities.

**Successful programs require a team effort**. Key players in the life of the institution, including development staff, the president and board members, should play a role in the fundraising effort.

**Trustees are a necessary ingredient of a solid development program**. Full board participation is universally acknowledged as a cornerstone of a successful campaign, but only 15 percent of theological schools report that all board members made a contribution.

**The best programs are the result of long-term effort**. Long-term cultivation is critical for a successful planned giving program.

**Four concepts that fuse the best practices of the fundraising world with the Biblical concepts developed into stewardship principles.**

 **#1: Building Relationships.**

Relationships position fundraising and ministry as complementary.

The fundraiser’s mantra: people give to people. Our bookshelves are lined with titles like *Relationship Fundraising* or *Friendraising*. Even the word “philanthropy” implies relationship–for the love of mankind.

But relationships are also vital in ministry. Discipleship models for thousands of years have centered upon relationships. So why the disconnect?

From prosperity teaching to high pressure fundraising techniques, fault lies on both sides.  Many ministry leaders have downplayed financial development best practices for fear of showing favouritism, as James cautioned.

But ministries are uniquely positioned to bridge the relationship gap. In ministries, we come together as one regardless of need or wealth. If any sector can excel in relationships, it should be the faith-based sector.

Action Step: Create time to build relationships with the members of your support base, and facilitate opportunities for them to build relationships with each other. Approach relationships with an eye toward life change and spiritual growth, not as a way to secure a future gift.

 **#2 Casting Vision.**

Ministry leaders often fear looking like a beggar when they fundraise. Henri Nouwen challenges these perceptions. “Fundraising is precisely the opposite of begging…. Fundraising is declaring that we have a vision that is amazing and exciting. It is an invitation to other people to join us in our mission.”

We are inviting donors to be co-laborers in ministry. As faith-based fundraisers, we need to cast our vision. We need to show donors how they can impact the Kingdom in ways they may not realize.

Action Step: Whenever possible, cast a God-sized vision that your members can embrace. Make it so big that only God could accomplish it and only God could receive the praise when it is done. Use all different communication channels to cast the vision: Sunday mornings prior to worship, newsletter articles, email articles, videos, and social media.

 **#3 Establishing Trust.**

Donors want to know their gifts make a difference.  That’s why it’s critical to handle money ethically, be open about finances, honour donors’ wishes, and ensure integrity.

Expressing appreciation is also important in building trust, but within the church, we tend to drop this ball.  Because people give frequently, some even weekly, we see gifts as just “what you do” as members. Let members know how their gift was used.

We are quick to thank someone for donating time or talent – like throwing a party for Sunday School teachers at the end of the year. Yet we shy away from thanking the donors who made possible the curriculum, supplies, and food. Celebrating generosity will help build trust and encourage future giving.

Action Items: If your Bible school already sends quarterly giving statements, include a separate page in each mailing that is a thank you. Fill it with pictures and stories of students/ alumni so donors can see their money in action. If your ministry does not send quarterly statements, consider starting as a way of thanking your donors and having open communication about your finances.

 **#4 Living in the Calling.**

Explore your own path to generosity and the lens through which we view wealth, material possessions, and giving.

We will be challenged to view fundraising as a calling…one that shepherds people on their spiritual journey. Because stewardship is discipleship, we as training leaders should actively encourage people to manage their possessions in ways that glorify God.  We have mentoring programs, small group networks, and classes to spur growth in other areas. Yet we seem to lag in methodologies that inspiring growth in generosity.

We need to recognize that by helping donors express their giving priorities, we are guiding them to a closer walk with God.  Henri Nouwen captures it best in saying, “Fundraising is first and foremost a ministry.”

**What material (collateral) am we looking for to be used in fundraising?**

Stories and media that captures donors hearts and minds and sparks their imaginations, inspiring generous giving.

These could be:

* 1. Stories of changed lives that reflect the difference an institution is making as it lives its mission
	2. Communications that are personal, donor friendly and data driven
	3. New and innovative ventures that reflect timeless values now being re orientated to address the needs of a changing culture

How will you collect these?

Where will you store these?

How can you use them (help others use them)?

Examples from **Pakistan**: Shahbaz B

Others?

Examples from **LeaDev-Langham**

Feel free to connect with me if you want some feedback

Russell Thorp

May 2022